



HOW TO PLACE A PSA ON LOCAL RADIO STATIONS

Many communities in California have radio stations that run public service announcements.

The following are some simple steps you can take to form important relationships with your local radio stations and encourage them to air your PSA.

1. **Research Contacts and Call Radio Stations:** Requirements for submitting PSAs vary from station to station. Many stations have a programming director with whom you will work. You may be required to fill out forms that explain the purpose of your announcement and certify its production authenticity. You should make contact early because some stations plan their programming schedules weeks or months in advance.
2. **Share Materials:** Offer to send press materials to the station. Be sure to update any news release with your own contact information.
3. **Review Key Messages:** Share your key messages to underscore the significance of the PSA for the local community. Use consistent messages to stress the newsworthiness of important themes and ideas.
4. **Continue the Relationship:** Encourage the station to air the PSA more than once, maybe multiple times a month. Follow up with your contact to share news from your area as appropriate.